

“BEING TRUE TO
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IMPORTANT”

ELLIE BRADLEY

ATELIER LANE

atelierlane.com

Founded in 2008 as an online home decor and furniture boutique, Australian designer Ellie Bradley has since transformed Atelier Lane into a fully-fledged interior design firm. Now based in Hong Kong, she describes Atelier Lane's aesthetic as 'contemporary with a global style' – and her varied portfolio reflects as much, with projects in Hong Kong, Singapore, Australia, and the Middle East. Atelier Lane conceives and builds interiors that range from new builds and complete restorations, to decorating single rooms, and has previously been featured in the likes of *Vogue Living*, *Elle Decoration*, *Architectural Digest* and *Homes & Gardens*.

成立於2008年、最初作為家居飾品和傢具網上精品店的Atelier Lane，獲澳洲設計師Ellie Bradley轉型為室內設計公司。Atelier Lane現以香港為基地，她形容公司的美學取向為「帶環球風尚的當代演繹」，並處理過多個不同類型的项目，遍及香港、新加坡、澳洲和中東等地。Atelier Lane擅長構想並建出新建築和處理翻新工程，連裝飾個別空間也非常在行，出色作品更曾收錄於 *Vogue Living*、*Elle Decoration*、*Architectural Digest* 和 *Homes & Gardens* 中。



Q&A

What makes a great interior designer? Being true to yourself and your clients is very important as well as having a strong eye for detail. Clients look to you for ideas and guidance, so you need to translate their desires into relevant and inspiring spaces that are anchored with a strong vision that ensures cohesiveness, all the while being a 'jack of all trades'. I do throw in the odd curve ball to my contractors who are great in implementing these big ideas. I am very fortunate that I have great people in my office as well.

你認為要成為一名優秀的室內設計師需要具備哪些條件？最重要的是忠於自己和客人，同時必須注重細節。客人希望能從你身上尋找意念和指導，你需要把他們的希望活現成靈感處處的空间，視野鮮明，確保統一，與此同時你也得事事精通。我的確經常考起我的承建商，但他們極擅長執行這些出色意念。幸運地我的工作團隊是這樣出色。

How do you add to the conversation on sustainability? It's so important – I'd love to go green in all aspects of my projects but unfortunately that's not realistic, so I do as much as I can. I use paler hues in the main colour palette so it reflects more natural light, therefore reducing energy and electric bills; I incorporate non-toxic paints and source eco-friendly furniture and decor, and try to recycle what I can from the build.

設計界當下熱話不外乎圍繞可持續發展的議題，你對此有何看法？這非常重要，我希望在每個項目也作環保設計，但目前這仍未可行，唯有盡力而為。我多用淺淡色彩作主調，有效反射天然光，從而達到節能和減省電費開支。我也多用無毒油漆，並物色環保傢俱和裝飾，盡可能重用建築期間的物料。

What are your plans for the future? I want to get back to my roots and launch a new collection of custom design rugs and artworks. I'm also designing a range of eco-friendly cushions made from sustainable fabric. I'm looking to expand my work into boutique offices, retail spaces, and even boutique hotels, as well as projects back in Australia where a lot of my clients have second homes. Being a Sydney-sider, I can straddle both worlds and work. Exciting times ahead!

你有哪些未來發展計劃？但願重操故業，推出全新的設計師地毯和藝術品系列，全部均為量身定制之作。我也正在設計利用可持續物料製作的環保墊子系列。工作室方面，希望拓展精品辦公室和零售空間的設計範疇，或甚至是精品酒店，以往在澳洲處理過的項目客人多數擁有第二個家園，這也是我想發展的目標。來自悉尼的我樂於面向世界與工作，未來將充滿教人振奮的時刻！■